

2019

# The Engage Initiative: Addressing Negative Social Media Use on Campus

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BLI LEADERSHIP LAB PRESENTS

# THE ENGAGE INITIATIVE

AN INTERACTIVE DISCUSSION ON OUR  
RELATIONSHIP WITH SOCIAL MEDIA.

APRIL 7TH FROM 4 TO 5 PM  
IN THE UGLI MAIN LOBBY



THERE WILL BE PIZZA TO KICK OFF YOUR NEWFOUND  
UNDERSTANDING OF THE SOCIAL WORLD

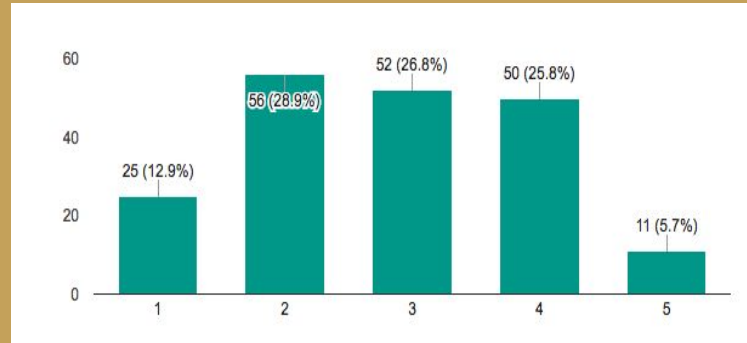
# What is the Engage Initiative?

- Grassroots organization
- Raising awareness of negative social media usage in society
- “Growing pains”
- Evaluating our relationship with social media (individually and as a society)

# Mission Objectives

1. Develop Curriculum
2. Teach Interactive Seminars on Campus
3. Implement curriculum in New/Transfer Student Orientation

## **How often do you use social media during class?**





# The Organization

1. Research Development
2. Marketing
3. Outreach
4. Public Speaking

What were your key take aways from this event? (12 responses)

Use social media as a tool

That social media is something that's very complicated. There's so many pros and cons

Be conscious of how you're using sm

Social Media eating my life

The mini discussions

awareness to how big social media is in my life

People on average spend

# 5 years

of their lifetimes  
on social media

In that time you could...

Climb Mount Everest

# 32 times

Use social media wisely. We can help.

**THE ENGAGE INITIATIVE**

f  
i  
t  
@EngageInitiative

**YOU CAN PUT DOWN THE PHONE!**  
ENGAGE INITIATIVE SEMINAR



DATE  
TIME  
LOCATION

People on average spend

# 5 years

of their lifetimes  
on social media

In that time you could...

Run

# 10,000

Marathons

Use social media wisely. We can help.

**THE ENGAGE INITIATIVE**

f  
i  
t  
@EngageInitiative

People on average spend

# 5 years

of their lifetimes  
on social media

that time you could...

Walk your Dog

# 93,000

Times

Use social media wisely. We can help.

**THE ENGAGE INITIATIVE**

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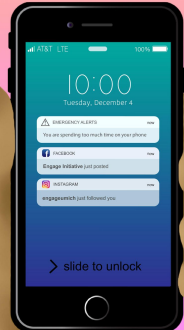
## ENGAGE INITIATIVE



**I WANT YOU**  
**TO PUT YOUR PHONE DOWN**

WHEN STUDYING FOR EXAMS...

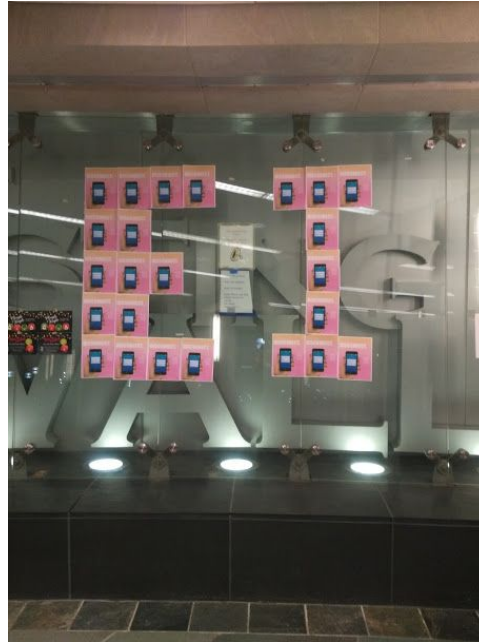
# DISCONNECT.



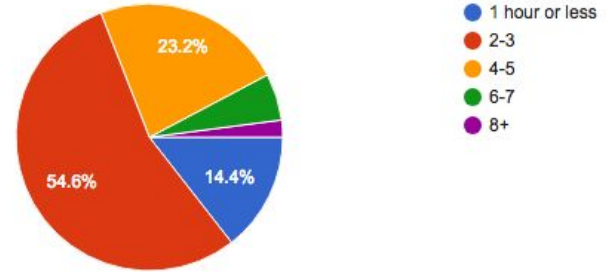
You probably won't be able to find your exam study guide in your notifications

ENGAGE INITIATIVE  
FACEBOOK PHONE-INITIATIVE INSTAGRAM @ENGAGEINITIATIVE

# Marketing Initiatives



# Research

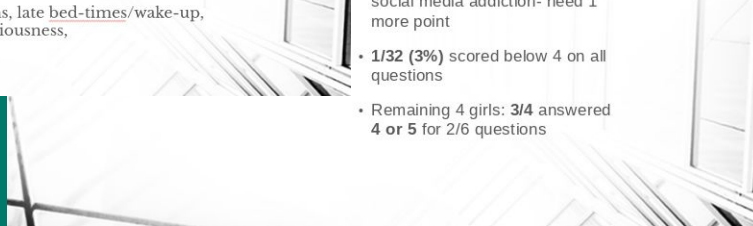


## High Score Implications

- Young
- Female
- Lower educated
- Lower income
- Single
- Narcissism & low self-esteem
- High levels of depression symptoms, late bed-times/wake-up, negative correlation with conscientiousness,

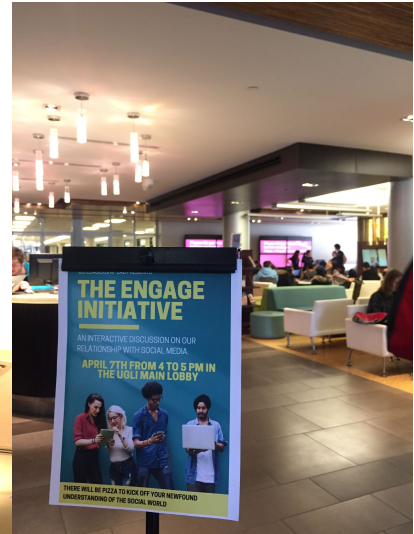


- 14/32 (44%) at risk for social media addiction
- 13/32 (41%) on the edge of social media addiction- need 1 more point
- 1/32 (3%) scored below 4 on all questions
- Remaining 4 girls: 3/4 answered 4 or 5 for 2/6 questions



# MLibrary and the Engage Initiative

- Mini grant funding
- Presentation space
- Librarians (ANGIE!)
- Networking with stakeholders



# Key Takeaways

- Developing relationships
- Front-ending expectations
- Delegating responsibility
- Continuous, goal-oriented workflow
- Fostering small-group accountability
- The importance of incentives



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